

Club Benson & Hedges**1997 Budget - E260**

(1/22/97)

<u>Budget Description</u>	<u>Original 1997 Budget</u>	<u>Revised Budget</u>	<u>Variance</u>	<u>PM</u>	<u>GMR</u>	<u>JSG</u>	<u>Total</u>	<u>Comments*</u>
✓ Incentives	100,000			100,000	0	0	100,000	
✓ Promotional Materials	50,000			50,000	0	0	50,000	
✓ Creative/Prod.	500,000			0	500,000	0	500,000	
✗ Publicity Materials	10,000			10,000	0	0	10,000	
Media Days/Expenses	50,000			5,000	0	45,000	50,000	Based on actual.
Video/Recap/Photography <i>Program recap/photography</i>	25,000			0	25,000	0	25,000	
✓ Agency/Pack Sales Execute.	280,000			0	280,000	0	280,000	
Artist Fees	837,500			0	0	837,500	837,500	
Host Talent (MC's)	50,000			0	0	50,000	50,000	
Labor	158,000			0	0	158,000	158,000	
Labor Expenses	13,500			0	0	13,500	13,500	
Travel	136,500			0	0	136,500	136,500	
Production	380,000			0	0	380,000	380,000	
✓ <i>Staff</i> Staff Uniforms	40,000			40,000	0	0	40,000	Based on Actual
Insurance	25,000			0	0	25,000	25,000	Based on Actual
Management Fee	330,000			0	0	330,000	330,000	Based on Actual
✗ Out of Pocket Expenses	55,000			0	0	55,000	55,000	
Alternative Media	105,000			0	0	105,000	105,000	Based on Actual
✓ Cigarettes <i>✓ Cigarettes Permitted</i>	20,000			20,000	0	0	20,000	Buydown reimbursement.
Budget Allocated	3,165,500			225,000	805,000	2,135,500	3,165,500	

*Budget is based on latest revisions.

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2/6/97